

AMENDMENTS TO THE SPECIFICATION

In The Abstract

Please replace the entire Abstract, page 31, line 1 through page 31, line 22, with the following text:

This disclosure provides a system for remotely communicating with a vehicle and a related business method of targeting promotions to one or more individuals associated with a vehicle. The system includes a wireless device, a security gateway, and an on-board computer coupled to one or more sensors or controls. ~~The system is configured to support automatic maintenance event detection, preferably using on-board software. In addition, the~~The wireless device permits reporting of ~~the~~a maintenance event to a central source (e.g., a dealer, manufacturer or their delegee) or to a promoter that can target promotions based on the particular maintenance event. ~~Preferably~~Preferably, the vehicle is equipped with software that automatically and unsolicitedly identifies maintenance event and notifies the dealer, manufacturer, delegee or a promoter. It is this third party that then notifies the vehicle owner (or other individual associated with a vehicle identification number) of the maintenance event, that identifies local product or service providers in the individual's vicinity, and that provides targeted promotions to the individual.